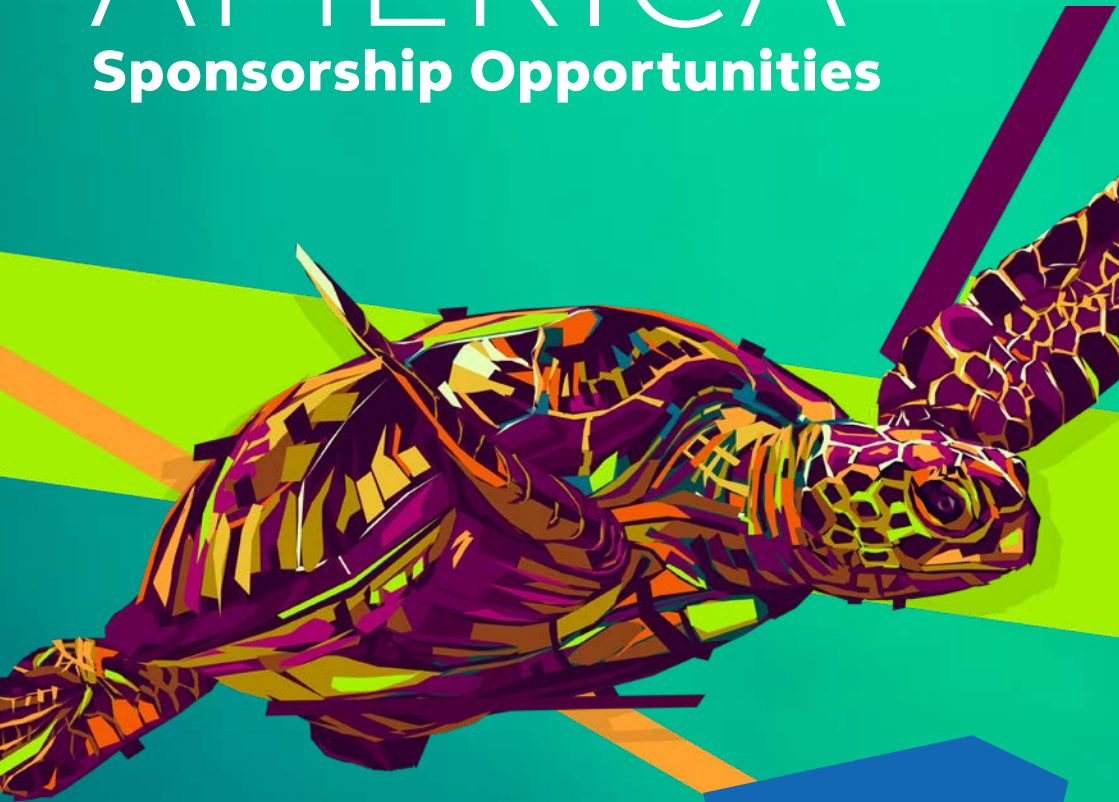


# ILTM NORTH AMERICA

**Sponsorship Opportunities**



[www.iltm.com/northamerica](http://www.iltm.com/northamerica)  
**Riviera Maya, 24 - 27 September 2018**

**#keeptheworldmoving**

***ILTM***<sup>®</sup>  
NORTH AMERICA

# DIGITAL OPPORTUNITIES



## E-MAIL BANNER

The opportunity to include a branded banner in one of our official e-mails to your preferred audience pre or post event.

### IMPORTANT

Message's content must be of sponsor's brand only and is subject to ILTM approval. No mailing list will be provided.

**TARGET AUDIENCE:** VIP Buyers or Exhibitors

**INVESTMENT:** USD 795 each

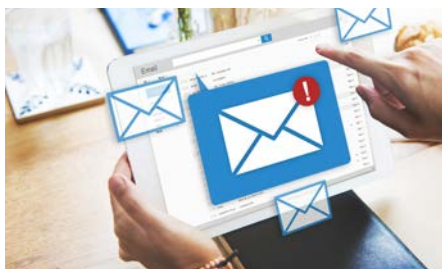


## WEBSITE BANNER

The opportunity to promote your brand in the ILTM North America website.

**TARGET AUDIENCE:** VIP Buyers, Media & Exhibitors

**INVESTMENT:** from USD 1,750 each



## E-MAIL TO HOSTED BUYERS

The opportunity to send a direct message to confirmed hosted buyers pre or post event.

### IMPORTANT

Message's content must be of sponsor's brand only and is subject to ILTM approval (FAM trips or other events outside the venue are not valid).

No mailing list will be provided.

**TARGET AUDIENCE:** Hosted VIP Buyers

**INVESTMENT:** USD 2,100 each



## PRE-SCHEDULED APPOINTMENT SYSTEM DEDICATED PAGE

Feature your brand in one dedicated page, within the VIP Buyers PSA system.

Includes sponsor's banner advert on dedicated page on PSA system. Each buyer visits the system on average 11 times and spends an average of 55 minutes on the system.

**TARGET AUDIENCE:** VIP Buyers

**INVESTMENT:** USD 2,100



## DIGITAL PACKAGE

Increase your brand's digital presence with:

- 1 e-mail shot; pre or post event
- 1 social media post on Facebook, Twitter and Instagram pre, during or post event
- 1 banner on ILTM North America website.

**IMPORTANT:** Message's content must be of sponsor's brand only and is subject to ILTM approval (FAM trips or other events outside the venue are not valid).

No mailing list will be provided.

**TARGET AUDIENCE for e-mail shot:** VIP Buyers or Exhibitors

**INVESTMENT:** USD 3,150 each quota



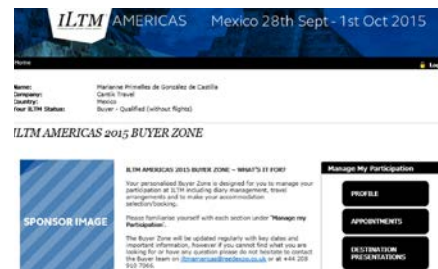
## PRE-SCHEDULED APPOINTMENT SYSTEM HOMEPAGE TAKEOVER

Feature your brand on the homepage, within the VIP Buyers PSA system.

Includes sponsor's banner advert on the homepage of PSA system. Each buyer visits the system on average 11 times and spends an average of 55 minutes on the system.

**TARGET AUDIENCE:** VIP Buyers

**INVESTMENT:** USD 4,200



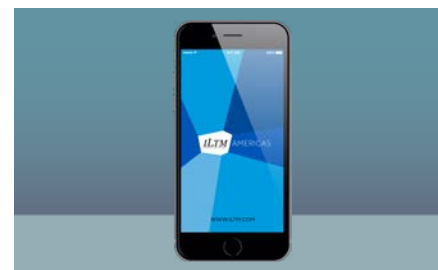
## PRE-SCHEDULED APPOINTMENT SYSTEM SPONSORSHIP TAKEOVER

Feature your brand in the PSA system, when VIP Buyers are selecting their appointments.

Includes sponsor's banner adverts in launch email, homepage of PSA system and appointments page. Each buyer visits the system on average 11 times and spends an average of 55 minutes on the system.

**TARGET AUDIENCE:** VIP Buyers

**INVESTMENT:** USD 8,400



## MOBILE APP

Feature your brand in the event app, being viewed by participants during several online interactions.

**TARGET AUDIENCE:** VIP Buyers or Exhibitors

**INVESTMENT:** USD 9,500 each

# ONSITE OPPORTUNITIES



## VIP BUYERS LUNCH

Invite and pamper your guests during lunch, in a secluded area at one of the resort's restaurants with the opportunity to brand the space.

Includes meals for up to 12 people.

**TARGET AUDIENCE:** up to 11 VIP Buyers

**INVESTMENT:** USD 2,500 each quota



## WELCOME GIFT

The opportunity to deliver an in room gift/amenity to all VIP Buyers and journalists that are hosted by ILTM.

**TARGET AUDIENCE:** Hosted VIP Buyers & Hosted Media

**QUANTITY:** approx. 330 rooms

**INVESTMENT:** USD 4,000 each quota



## BADGE

Feature your brand on the badges of your participant's selection (i.e. Buyer, Exhibitor).

Badge's artwork is created by ILTM and sponsor's logo is featured together with the event's logo.

**TARGET AUDIENCE:** VIP Buyers or Exhibitors

**QUANTITY:** approx. 330 units for Buyers or 440 units for Exhibitors

**INVESTMENT:** USD 4,200 each



## MEDIA BREAKFAST OR LUNCH

The opportunity to offer lunch or breakfast to an audience of high level international and local media, curated by our international PR Agency Spotlight Communications, where they can experience and learn more about your brand during a presentation.

Inclusions:

- 42" TV for presenting;
- Laptop, Audio/Video assistance.

**TARGET AUDIENCE:** Media

**QUANTITY:** Up to 35 journalists

**INVESTMENT:** USD 5,000 each quota



## MEDIA CENTRE

The opportunity to brand the space where press roundtables, press talks and other media activities will take place.

Sponsor's brand will be highlighted in the backdrop wall and on the event's floor map.

**TARGET AUDIENCE:** Media

**INVESTMENT:** USD 5,000



## BAG INSERT

An opportunity to insert sponsor's personalized presentation/gift/collaterals in selected attendee's (i.e. Buyers, Exhibitors) bags.

**TARGET AUDIENCE:** VIP Buyers or Exhibitors

**INVESTMENT:** USD 5,000 each quota



## BUYER OR MEDIA FUNCTIONS

An opportunity to include your event in the VIP Buyers' diaries or Media's Official Programme, welcoming a selected audience to your own reception.

**IMPORTANT:** The reception/event's organization is sole responsibility of the sponsor. For VIP Buyers, they are to be selected by markets.

**TARGET AUDIENCE:** up to 50 VIP Buyers or up to 35 journalists

**INVESTMENT:** USD 5,000 each quota



## DESTINATION OR PRODUCT PRESENTATION

The opportunity to host a 30-minute focused presentation to VIP Buyers. The presentation will be blocked within all VIP Buyers' diaries as a mandatory appointment.

Inclusions:

- 42" TV for presenting;
- Laptop, lectern/podium with microphone;
- Audio/Video assistance.

**TARGET AUDIENCE:** 50 VIP Buyers

**INVESTMENT:** USD 5,000 each quota



### TV ADVERT IN FAIRMONT ROOMS

TV Advert playing in one of the channels of Fairmont Mayakoba every evening after room service.

**TARGET AUDIENCE:** Hosted VIP Buyers & Hosted Media staying at Fairmont Mayakoba

**INVESTMENT:** USD 6,000



### CARD HOLDER BOOK

A branded card holder book to help participants to organize their contact's business cards and to use it all year long. Sponsor's brand will be featured on the cover alongside with ILTM North America's branding. Includes sponsor's ad on page 1.

**TARGET AUDIENCE:** VIP Buyers or Exhibitors

**QUANTITY:** approx. 330 units for Buyers or 440 units for Exhibitors

**INVESTMENT:** USD 7,000 each quota



### PERSONALIZED NOTEBOOKS & PENS

The opportunity to gift participants with a personalized notebook and pen to keep their show's notes and remember your brand throughout the year.

**TARGET AUDIENCE:** VIP Buyers or Exhibitors

**QUANTITY:** approx. 330 units for Buyers or 440 units for Exhibitors

**INVESTMENT:** USD 7,000 each quota



### COUNTDOWN

Feature your brand at the big screens countdown to be viewed several times a day - you just can't be missed.

**TARGET AUDIENCE:** VIP Buyers, Media & Exhibitors

**INVESTMENT:** USD 10,000 each quota



### OPENING CEREMONY VIDEO

Create a huge impact on the very first official event of the show and get the most of participant's attention to your message.

Videos must be up to 3min and in MP4 format.

**TARGET AUDIENCE:** VIP Buyers, Media & Exhibitors

**INVESTMENT:** USD 10,000 each quota



### SHOW BAGS

All participants are welcomed at registration with an ecobag designed to deliver show collateral and to help carry their belongings during the event. An opportunity to increase brand awareness during and after the show.

**TARGET AUDIENCE:** VIP Buyers or Exhibitors

**INVESTMENT:** USD 10,000 each quota



### DOOR BRANDING

Feature your brand at the event's glass door towards the main veranda area, being viewed by participants throughout the event.

**TARGET AUDIENCE:** VIP Buyers, Media & Exhibitors

**INVESTMENT:** Price on Application



# PARTY

**TARGET AUDIENCE:** VIP Buyers, Media & Exhibitors

**INVESTMENT:** USD 15,000

The logo for ILTM North America is a blue shield-shaped emblem with a white border. Inside the shield, the letters "ILTM" are written in a large, white, serif font, with a registered trademark symbol (®) to the upper right of the "M". Below "ILTM", the words "NORTH AMERICA" are written in a smaller, white, sans-serif font. The background of the entire page is a vibrant teal color with abstract, diagonal stripes in orange and purple.

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